

PGDM (IB), 2014-16

Retail Marketing

Subject Code IB-510

Trimester -V, End Term Examination: December 2015.

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as Unfair Means. In case of rough work please use Answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3 \times 5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2 \times 10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A:

1. How a retailer decide on the signage to be used in store. What is the role of music on shoppers, and its interaction with other sensory elements?
2. Distinguish between variety and assortment. Why are these important elements of retail market structure?
3. Choose a small, independent retailer of your choice, and explain how it can compete against a large retail chain?
4. Explain:
 - (a) What is the importance of location decisions in retailing?

- (b) What are the factors which play a significant role in the location choice of a particular store in a particular city?
5. Explain the wheel of retailing .Is this theory applicable today? Why or why not with example?

Section B:

1. Enumerate the process of trade area analysis. Describe the importance of traffic pattern and competition in detail?
2. In many malls, quick service food retailers are located together in an area known as food court. What are the advantages and disadvantages of this location for food retailers? What is the new trend for food retailers in the shopping environment?
3. Do you think non store retailing will continue to grow faster than store-based retailing? Explain your answer.

Section C:

Amazon.com started as an internet retailer selling books. Then it is pursued a variety of growth opportunities including expanding to groceries, DVDs, apparels, software, and travel services; introducing e-readers(kindle);operating the Internet channel or other retailers ;and hosting virtual stores for small, Independent retailers.

- a. Evaluate these growth opportunities in terms of the probability that they will be profitable businesses for Amazon.com.(7)
- b. What competitive advantages does Amazon.com bring each of these businesses?(8)